MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMK1024 – FUNDAMENTALS OF MARKETING

(All Sections / Groups)

5 OCTOBER 2022
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 4 questions excluding the cover page.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

A buyer's decision is influenced by personal characteristics of the buyer.

a) Discuss with example on how the consumer lifestyle's AIO dimensions (activities, interests, and opinions) can affect one's purchase decision on apparel. (15 marks)
b) Discuss how a cloth seller can use occasion segmentation and benefit segmentation to segment their female consumer market. (10 marks)

(Total: 25 marks)

QUESTION 2

In order to compete with Honda's CRV in the Malaysian automobile market, UMW Toyota Malaysia has decided to launch a new high-value SUV using "more for same" value proposition with enhanced safety features selling at similar price range to CRV. Kindly suggest and justify the individual product decisions for this new Toyota SUV in terms of:

a) Quality (5 marks)
b) Features (5 marks)
c) Style (5 marks)
d) New brand name (5 marks)
e) Product support services (5 marks)

(Total: 25 marks)

QUESTION 3

Discuss with example the following product-mix pricing strategies that company could consider to further improve their chances during the customer buying decision:-

a) Product line pricing (5 marks)
b) Optional-product pricing (5 marks)
c) Captive-product pricing (5 marks)
d) By-product pricing (5 marks)
e) Product bundle pricing (5 marks)

(Total: 25 marks)

QUESTION 4

An organization needs to consider the number of channel members to maintain efficiency. Therefore, the decision to select which distribution strategy is necessary to determine the number of channel members.

a) Determine what is the main factor to consider before selecting the distribution strategy. (5 marks)
b) Differentiate with relevant examples between the different distribution intensity strategies. (20 marks)

(Total: 25 marks)

End of Paper.